**SYNOPSIS OF THE THESIS ENTITLED**

# "A CRITICAL STUDY ON CONSUMER'S SATISFACTION TOWARDS E-BANKING SERVICES: SPECIAL REFERENCE TO BANKING IN LATUR DISTRICT" (2007 TO 2017)

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**Introduction :**

Electronic Banking or E-Banking is the use of computers and telecommunication to enable banking transactions to be done by telephone or computer rather than through human interaction and traditional or outdated method of banking transactions. Electronic banking include electronic funds transfer for retail purchases, automatic teller machines and automatic payroll deposits and bill payments. Some banks offer home banking, whereby a person with a personal computer can make transactions, either via a direct connection or by accessing a website. Electronic banking has vastly reduced the physical transfer of paper money and coinage from one area to another or even from one person to another. E-Banking is one of the major gifts to human beings in the modernization by computer technology. E-Banking is a fast spreading service that allows customers to use computer to access account transactions from a remote location such as at home or at the workplace.

Development of every economy depends upon several factors like natural resources, human resources, availability of infrastructural facilities, government attitude, society's attitude, size of population etc. Among all these factors quantity and qualitative of infrastructural facilities play a dominant role. So that is why most of the countries at world level are focusing on making availability of better infrastructural facilities with a view to gain if in development path of them nation. Facilities like transportation, communication, energy, science and technology, banking and insurance are major facilities come under infrastructural facilities. Among all these

infrastructural facilities banking and insurance facilities having it's own importance.

Because it is the source of finance. As we know that one financial facilities are the heart of overall development of the nation.

Due to this, all countries are in that particular mood to develop the banking sector as early as possible. As we know that E-Banking sector today is quite well developed in developed countries.

Due to new techno-based facilities invested by science and technology department of their own state. When we are going to think regarding new modes or channels of banking sector which are mostly used by developed countries. Among them E-Banking is at the top and it is performing well in its own development. In this era of modernization huge development took place in using internet facilities. This facility is assisting for channalised E-Banking or internet banking service all over the country or world.

E-Banking is emerging as an effective delivery channel for banks. Mobile banking is also coming maturity as even more effecient and convenient channel which is all set to explode as the number of mobile users are increasing across the globe. E-Banking has taken the lead and has become the most popular and convenient mode of banking among the elite, educated and networked customers it enables the customers to perform basic banking transactions through their PCs, Laptops, Internet etc. irrespective of their or Bank's location anywhere in the globe.

Young and educated people are mostly preparing net banking facility for theire daily routine activities specially which are household and business based.

Day by day the users of E-Banking facility has been raising rapidly because adoption of this facility welcomes banks at their own door step. If this situation remains the some it would be better for all banks facility users to minimize their moving cost.

Not only the individuals are using this facility but also whole corporate world, educational institutions and rest of the institutions are also using this facility to become the part of modernization process. Such attitude of all these institutions helping them to get uplift so that is why using this facility is not only just a fashion but it is becoming need of the society in upcoming days due to this for upgradation of this facility in this field research is need of the hour that is why I am interested to know the importance of E-Banking and to know the level of satisfaction of the customers which usually approaches towards bank to get settle their transaction. I selected this topic for further research.

**Statement of Problem :**

**"A Critical Study on Consumers Satisfaction toward E-Banking Services Special Reference to Latur District."**

Convenience to consumer's satisfaction is the area which draws the attention of E-Banking. The customers demographic background and professional background are the important factor to evaluate the need of recognition of the banking services as well as to express their level of satisfaction.

Security issues are also crucial factor of consumer's satisfaction because fraudsters can make life unsafe and miserable one could be a victim of a cyber crime in several ways. While making online payment or transferring money from one account to another, the online bankers are always concerned about the hackers and anti-social elements. Hacking enables the unethical hackers to penetrate the accounts of online bankers, and spend their money.

To address the gaps in customer satisfaction toward E-Banking services and security issues, there is need to monitor and conduct continuous studies.

**Importance of study:**

Any country can only go ahead with the development of banking sector and especially we have to give equal importance to E-Banking implementation for the balanced economy growth and equal distribution of benefits brought out by the process of development of banking sector, so everybody can accept the need of E-Banking for the development of the country and advanced facilities to customers.

Due to globalization it becomes essential to give priority to the progress of banks and internet banking. The internet banking is changing the banking industry.

**Conceptual framework:**

The bank customers play a vital role in the banking sector. They are the key players of the banking industry and all the efforts are made by banks to satisfy the desirable needs of the customers.

Indian banking has suddenly witnessed a major boom. Being a globalized market, the customers seek and demand world class products. In today's global market, the competitive advantage lies in delivering high quality service to the customers. The need to achieve customer satisfaction lies in its ability to deliver better quality products to the customers. Therefore, customer satisfaction is considered in present study.

**Objectives:**

1) To identify the consumer's satisfaction level by E-Banking facility.
2) To know the Socio-economic characteristic of the customers of E-Banking users.
3) To analyse the demographic factors influencing the customers level of satisfaction towards E-Banking.
4) To identify the reasons for preferring E-Banking and the ratio of E-Banking users in Latur District.
5) To find what types of E-Banking services mostly preferred by users and to check the quality of these services through consumer satisfaction.
6) To know the problems in functioning of E-Banking facility along with cyber crime issue.
7) To give valuable suggestion to improve the level of consumers satisfaction and guideline to reduce problems in E-Banking.

**Hypothesis :**

1) Consumers satisfaction-level increased towards E-Banking services.
2) The demographic factors like age, occupation, sex, income level, educational qualification etc. influence the customers satisfaction towards E-Banking services.
3) E-Banking habits among the people and ratio of E-Banking users is raising day by day.
4) Ratio of cyber crime raising in E-Banking services.
5) There are many problems in using E-Banking services.
6) Due to E-Banking facilities the inclusive economic growth has increased.
7) Arranging E-Banking workshops is very important in developing E-Banking awareness and skills among customers.

**Need for Study:**

In Maharashtra people those who are living in metropolitan cities like Mumbai, Pune and industrially developed cities like Nagpur, Aurangabad, Kolhapur etc. are using net banking facility more in their daily routine life as compared to rest of the cities or district specially the district which come under Marathwada region that not so developed because of several reasons. Due to this the development lacking behind as compared to metropolitan cities in all these district. Banking sector performing good job but the customers are still using old & outdated method doing transaction with the bank so that is why to induce them to use new method of doing transaction with the bank they should use facility like net banking more for their own development and this study will give guideline to the bank to eradicate the causes of low utilization of net banking system. Which will remain helpful for the banks development.

**Research Methodology and Data Collection :**

As we know that every research requires a particular method for investigation. There are two sources to conduct the research that are -

1) Primary data
2) Secondary data

The present study involved the both types of data i.e. primary data and secondary data. The primary data has been collected with the help of a well structured questionnaire and personal interview with the bank managers and bank customers for their own views on electronic banking services. It is an impartial study on survey method it has case studies of public, nationalized and private banks in Latur district of Maharashtra State.

Primary data means a data which is collected by the investigator from the respondent directly primary data is obtained through using following methods.

1) Personal direct interview
2) Indirect oral interview
3) Observation
4) Questionnaire etc.

Secondary data means a data which is already collected by someone else such data is available in books, reports, magazines, Ph.D. Thesis, newspapers, periodicals etc.

This study is intended to use primary data as well as secondary data. As per as primary data is concern the investigator willing to use random sampling method through lottery system to collect expected information from the respondent.

**Scope and Limitations :**

While considering research on a particular area of the vast field of electronic banking services, a researcher has to face certain difficulties which put limitations on research work.

Following are the limitations of the study -

1) The scope of study is of 10 years duration (2007 to 2017) to identity the different problems and prospects of E-Banking.
2) This study is just inconection with public, nationalized and private bank situated in Latur district only.
3) The secondary data analysis is based on the data published in annual reports of concerned banks and RBI Bulletin.

The sample banks chosen are those which were in operation during the study period and providing E-Banking facilities to its customers.

**Sample size & study area:**

200 E-Banking users or customers of every talukas of Latur district is taken as a sample size for the present research. 10 taluka situated in Latur district so 200×10=2000 Total customers of banks taken as a sampling to collect primary data.

For the collection of primary data customer of public, nationalized and private banks situated in Latur district of Maharashtra state have been selected by the convenient sampling method for the detailed study or present research. With apart from primary data this study requires secondary data so researcher willing to use magazine, research publications, books, reports, annual reports of bank, bulletin, year book, periodicals, newspapers to conduct the research.

**Use of statistical measures :**

Mean, Percentage, Graph and Presentation etc.

**Period of Study:**

The reference period while collecting the secondary data is of 10 years i.e. 2007 to 2017.

**Tools for survey :**

Camera, questionnaire, cell phone, Laptop, vehicle, pen drive, memory card, graphs, calculator etc.

## Scheme of Chapters :

The study has been structured into the following chapters -

**Chapter 1 : Introduction**

This chapter presents an overview of Indian Banking with main emphasis on E-Banking, it also highlight specific objectives of the study and explains the need for the present study on research work.

**Chapter 2 : Profile of Latur District**

This chapter includes History - Geography - Climate - Rivers - Lakes and dams - Demographics - Culture and Religion - Education - Latur pattern - Divisions - Cities and towns - Economy - Transport - Sports - Medical facilities etc.

**Chapter 3 : Review of Literature and Research Methodology**

Third chapter presents the review of previous literature -

Research design & methodology of this study discusses the basic concept of this research, followed by process of data collection, including sample size and geographic location. This is

followed by a presentation of the main research objectives and the hypotheses based on these.

**Chapter 4 : Functioning and Services of Bank**

This chapter presents the overview of Banks and Customer usage behavior of services.

**Chapter 5 : Importance and Impact of E-Banking**

This chapter will analyze the importance and Impact of electronic banking on the customers satisfaction with special reference to Latur District.

**Chapter 6 : Problems of E-Banking**

This chapter will describe problems faced by E-Banking sector.

**Chapter 7 : Conclusion and suggestion**

Summary of findings, conclusion and suggestions.

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